

Sugar Market Looking Sour To Those With Sweet Tooth

By REYNOLDS KNIGHT
Sugar is back in the news, and the news isn't entirely sweet.

Last spring and summer saw consumers paying sharply rising prices for the sweet, and for the consumer products processed with it. That was because the world sugar price moved up when European output lagged at the same time Russia took over most of Communist Cuba's production. While U. S. sugar producers moved to expand their output, a hurricane damaged Cuba's crop and thereby held back—a time—any significant increase in world supplies.

By the end of 1963, efforts of producers had rebuilt the supply to the point where American consumer prices did stabilize to an appreciable degree.

Now, however, the situation is becoming cloudy again. Latest "rumor" is that Russia's domestic supplies are increasingly short of needs and that the Soviets may be thinking of massive purchases—possibly 250,000 tons—from other supplying countries. If such a move materializes, U.S. prices would face strong upward pressure.

One bright note: West Europe's upcoming harvest is expected to be considerably larger than last year's. That could counteract the upward price pressure heavy Russian purchases would generate.

SARNOFF TIP—For busy executives who bring work home with them at the end of the day comes a suggestion from Radio Corporation of America chairman David Sarnoff: go straight to bed for a needed rest.

John Tebbel's biography of Sarnoff, the first ever published, reveals that the RCA chairman has long paced his schedule by getting an hour and a half of sleep before dinner. After dinner, Sarnoff frequently returns to work, Mrs. Sarnoff told Tebbel, and often is busy in the upstairs study of his home until long after midnight. Sarnoff's work habits go all the way back to the start of his business career when, at the age of 10, he held two jobs—one as a newsboy, the other as a butcher's delivery boy. In the 63 years since then, all reviewed in the book published by the Encyclopedia Britannica Press, Sarnoff has never let up; today he is one of the few businessmen who has headed a major corporation for more than 30 years.

His regular end-of-the-day-before-dinner snooze is, according to the author, one of the secrets of his remarkable vitality and success. And his habit of returning to work after dinner fortunately does not disturb Mrs. Sarnoff, even if this means canceling plans for a social night out. She sits up with her husband, reading

while he works, ready to comment on his new ideas and projects. There have been many of them. One of them—color TV—promises to be a billion-dollar industry this year.

THINGS TO COME—An all-purpose box for home storage of clothes, blankets, toys and sundry possessions is sold in "flat" form, and can then be folded into box shape when needed; it's made of a sturdy corrugated material. . . . Women who like to blend varying lipstick colors to their own

particular desires may in coming months find just such a "blend-it-yourself" lipstick kit in stores. The manufacturer, incidentally, does not yet have a name for the item. . . . Handy for the home kitchen is a cutting board for slicing meats, cheeses and other semi-bulk foods that features four strategically positioned tines to hold firmly the material being sliced.

SATURN SUPPORTER—Building those Saturn rockets, the ones designed to help carry

a manned space vehicle to the Moon, is a complicated business. Large sums are involved in developing the systems and subsystems.

For example, a new contract to build stabilization platforms for Saturn IB and V launch vehicle guidance systems now is being negotiated by the National Aeronautics and Space Administration and the Eclipse-Pioneer division of The Bendix Corporation. And, says NASA, the value of the work may exceed \$25 million. The contract will provide for

29 platforms, engineering services for design and documentation, major parts, design and manufacture of test equipment, and field support services.

NASA's Marshall Space Flight Center at Huntsville, Ala. is developing Saturn vehicles for the manned space flight program. The Eclipse-Pioneer division is experienced in working on the Saturn program, having received in 1961 a multi-million-dollar contract to build platforms for Saturn I, the early version of the sleek

"space bird." Last year the division was awarded a contract to provide prototype platforms for the IB and V vehicles.

TRAVEL OUTLOOK—Travel-hungry Americans, many of whom may in 1964 have higher disposable incomes if the pending tax cut is enacted, will go overseas in record numbers this year, according to one travel firm's prediction. Unlike the 1920's, when only a few thousand affluent Americans made European grand tours, this year will see more than one-and-one-quarter million

visiting Europe. That figure would be a 15 per cent increase over 1963.

Extra stimulus may come from an expected slash in transatlantic air fares.

BITS O' BUSINESS—Americans bought \$87.5 billion worth of life insurance last year, with individual life policies accounting for almost three-fourths of the total. . . . Candy and confectionery makers expect to ship a record \$1.5 billion worth of sweets in 1964, although a sudden spurt in prices could cut demand to the point where the total might fall short.

... Let's Go

By LARRY MACARAY

Denmark has been on my mind lately—Copenhagen in particular. Although my tour group will not be going there this summer, I remember my last visit there very well. Gay Tivoli, naughty Nyhavn, historic Elsinore, the art in the Louisiana and best of all, the people of Copenhagen.

There is so much that we don't know and understand about Denmark. Though a monarchy, which still to some Americans means just the opposite of democracy, Denmark has been called "just about the most successful little democracy in the world."

With its high standard of living—for all its people, not just a few—Denmark offers through its international trade the kind of fair competitive challenge that we understand and relish within our own country.

LUCKILY FOR ME, I met Dr. Knud Voss on my first visit to Copenhagen and had the pleasure of his company through Europe twice. A professor at the University of Copenhagen and a very special teacher to the Whittier College Copenhagen Extension—Professor Voss captured the spirit of Europe for American students.

At the present time he is a professor at the State University of Aarhus, the other university in Denmark. His knowledge of European art and architecture is fantastic. Following Dr. Voss on a walking trip through the Montmartre district in Paris, the ruins of the Roman Forum in Rome or the night spots in Copenhagen is a rare experience, and I'll sadly miss his company this summer in Europe.

THROUGH Dr. Voss I was able to learn that there is no illiteracy there and ten times as many books are published per capita as in the United States. He is a noted art critic for a Copenhagen newspaper as well as an author in his own right.

I treasure highly the signed copy he gave me of his book on Hans Christian Andersen. I wonder if he has finished his work on Danish architecture. As I remember, he was also working on a book about early Danish churches.

In 1960, Professor Voss came to America on a lecture tour and visited our house briefly. He brought with him, a group of fine graphics by the noted Danish artist, Nikolai Nielsen. This group of graphics became part of a 100 piece Danish Graphic Exhibition that toured museums and galleries throughout the United States for two years.

LOUISIANA is the name of the very fine museum in Humblebaek—a short distance from Copenhagen. The collection of contemporary art and handicrafts is always a delight to

see. The visual arts at Louisiana cover the period from the Funen painters to the abstract school in Denmark.

The elegant restaurant in the museum has an outdoor patio eating area overlooking the sound that separates Denmark and Sweden. Their food and drink is a rare complement to the very exciting paintings and sculpture inside.

I heard somewhere that the owner of the museum called it Louisiana after his first three wives who were named Louise. Absolutely nothing to do with the Louisiana that we know.

DENMARK'S arts and crafts have enriched the world—and in America as elsewhere—have inspired new and notable trends. Such artistic products could only come from a free and independent people.

Healthy and fun loving—with a taste for leisure and a superb cuisine—all Danes enjoy the famous amusement park of Copenhagen, the Tivoli—and what's more—all classes ride bicycles to work.

It all adds up to a fascinating country and a captivating people—hope to get back there soon—when you go, try and make it on a 4th of July—because Denmark is the only country in the world that celebrates our Independence Day for us.

Goldwater Club Sets Installation

Californians for Goldwater, South Bay Chapter, will hold an installation dinner Thursday at the Whitmore Steak House. Reservations for the dinner may be made by calling Helene Grubb at 833-4552.

John Manning of Lomita will be installed as president of the club. Special guests of the club will be Dr. and Mrs. Thomas Ross of Torrance. Mrs. Ross is Senator Goldwater's daughter.

Manley Bowler Speaks Tuesday To Republicans

The South Bay Young Republicans have scheduled Manley J. Bowler, chief deputy district attorney, as the guest speaker at the Tuesday meeting, 8 p.m., at the Plush Horse Restaurant.

Bowler, candidate for district attorney in the June primary election, will discuss recently adopted techniques which have made the district attorney's office more effective in its work against smut and other crimes, according to Kenneth Gordon, president of the Republican group.

I have no secret of success but hard work. —Edward Turner

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